

# ABSTRACT

The present invention relates to cosmetic compositions having improved application benefits to keratinous tissue and keratinous fibers wherein said compositions have improved application benefits, while avoiding the negatives associated with compositions currently known in the art. The cosmetic compositions comprise a phospholipid, a PVP copolymer and a water insoluble latex and provide hair fiber thickening, separation, detangling combined with long wear. Applicants have also found that the compositions disclosed herein are also useful for other cosmetic applications that relate to keratinous tissues like skin, e.g., lipsticks, foundations, mascaras, eyeliners, lipliners, eyeshadows, rouges, etc., where it is desirable to provide a smooth application of a long wearing, film-forming cosmetic product.

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